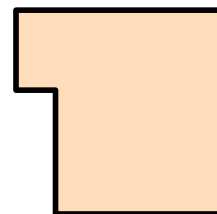
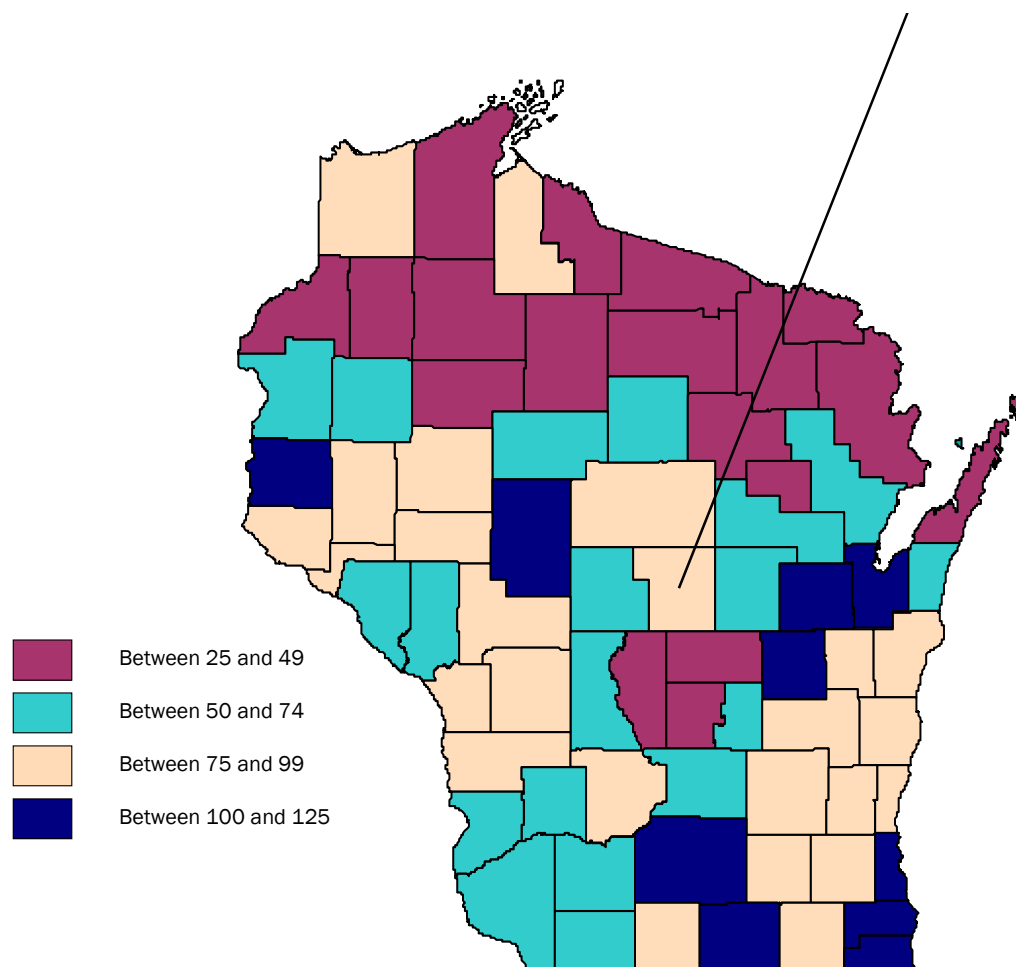


Portage County Workforce Profile



The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

Population trends affect the supply of workers, the ability to attract employers and the demand for goods and services. Portage County added roughly 1,753 people or 2.6 percent to its population between the April 2000 Census and the January 2004 population estimates. Together, Plover and Stevens Point accounted for 52

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,704	5,532,000	168,296	3.1%
Portage County	67,182	68,935	1,753	2.6%
Largest Municipalities				
Stevens Point, City	24,551	25,094	543	2.2%
Plover, Village	10,520	11,074	554	5.3%
Hull, Town	5,493	5,544	51	0.9%
Stockton, Town	2,896	2,974	78	2.7%
Plover, Town	2,415	2,447	32	1.3%
Grant, Town	2,020	2,078	58	2.9%
Sharon, Town	1,936	1,997	61	3.2%
Whiting, Village	1,760	1,724	-36	-2.0%
Lanark, Town	1,449	1,527	78	5.4%
Amherst, Town	1,435	1,464	29	2.0%

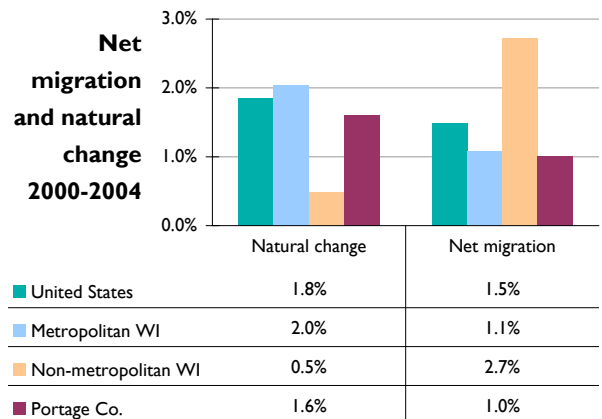
Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

percent of the county's population and 63 percent of its population growth.

The character of county's population growth merits closer examination. Unlike most non-metropolitan counties, natural change (births minus deaths) accounted for more growth than net migration (people moving in minus people moving out). Wisconsin demographers project that natural increases will hold relatively steady through 2030. Net immigration of 1,655 between 2000 and 2005 inverts to net out-migration of 238 between 2010 and 2015. Net migration turns positive later, but does not return to current levels by 2030.

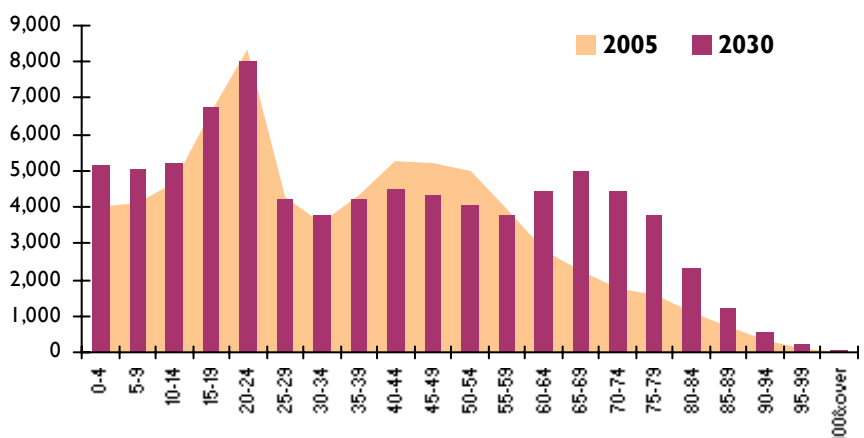
The graph to the right contrasts the age demographics of 2005 (the lighter area) with the projections for 2030 (the darker bars). Except those aged 0-4 or

35-39, every age group under 55 years old is projected to be smaller in 2030 than in 2005. The 55-and-over group will grow from 14,624 people (21% of total population) to 25,847 people (32% of total population). The overall population will grow less than 16 percent while the 55-and-over population grows nearly 77 percent. In the year 2005, Portage County will have 125 residents aged 25 to 29 for every 100 residents aged 60 to 64; by 2030 that number will fall to 95. In 2005, projections suggest that 15,489 county residents will be aged 20 to 24 (approximately college ages). By 2030, this number will fall by 4 percent to 7,993. Together these trends could generate pressure to change funding or spending for social services or education. Such changes could affect the availability qualified workers.



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Portage County



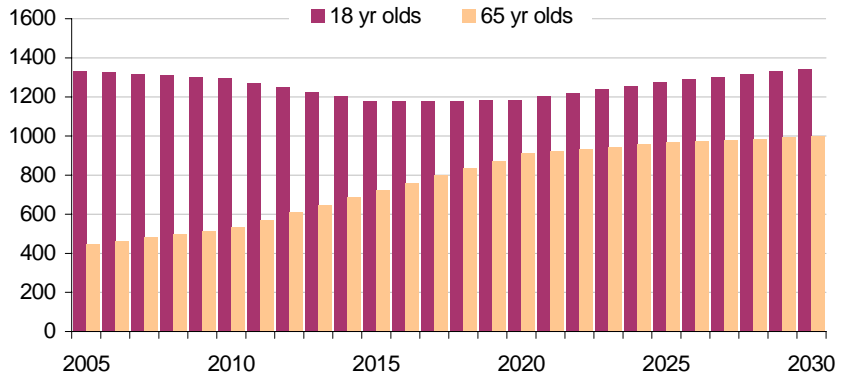
Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

The graph to the right shows how many people will turn 18 each year and how many people will turn 65 each year. Some workers will start their careers later than the age of 18 and some will leave the labor market before reaching 65, but these can be rough proxies for people entering the labor market and people leaving the labor market. Between 2005 and 2030, the number of residents turning 18 each year rises only slightly from roughly 1,333 to 1,345; meanwhile the number of residents turning 65 each year grows from 447 to 1,000. This has serious implications for any establishment whose customer base or employee pool includes significant numbers of baby boomers.

The baby boom (1946 to 1964) was dominated by white, non-Hispanic children. Subsequent increases in national birth rates relied heavily on Hispanic and non-white parents. The graph below shows that even compared to homogeneous Wisconsin, Portage County lacks the robust diversity that can help drive labor force growth. For reasons beyond the scope of this profile, the labor force participation rate (the frequency with which people work and look for work) tends to be higher among Hispanic and non-white populations than it is among white non-Hispanic populations.

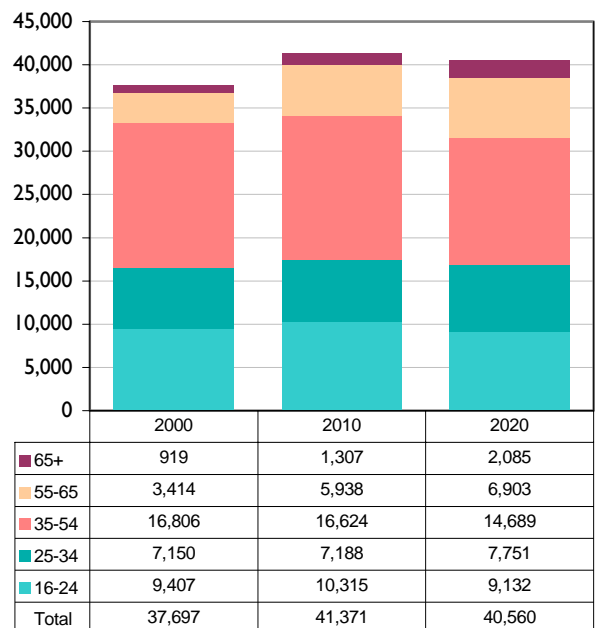
Convergence of 18 & 65 year old population in Portage County



Source: WI Dept. of Administration, Demographic Services

Below, the Labor Force Projections by Age graph is based on current participation in Portage County with adjustments in each age group based on national projections. The county's older cohorts are more white and non-Hispanic, so their participation rates may be below national levels. From 1990 to 2000, the labor force grew about 16 percent. Between 2000 and 2010, it will grow 10 percent. In the following decade (2010 to 2020) it will shrink about 2 percent. Even changes much milder than predicted could constrain job growth.

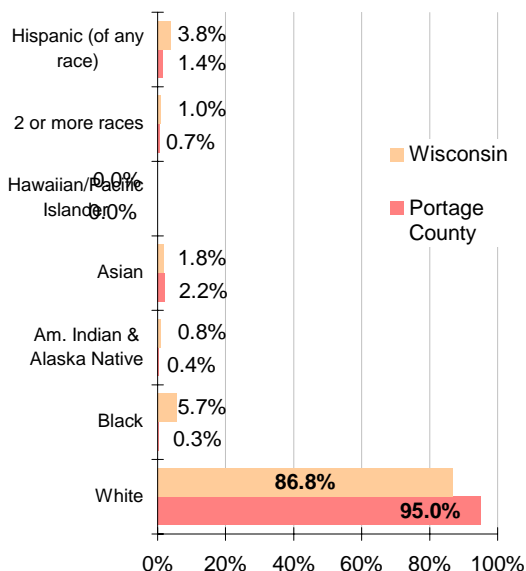
Portage County Labor Force Projections by Age



Decade change	15.5%	9.7%	-2.0%
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Source: DWD, Office of Economic Advisors, August 2004

Race and ethnic distribution



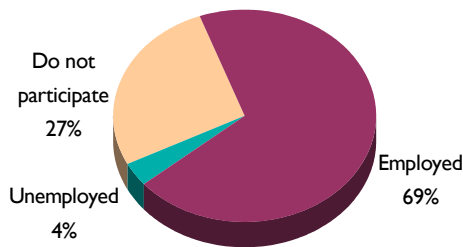
Source: U.S. Census Population Characteristics Estimates, 2002

Current Labor Force

The participation rate is the share of the 16-and-over population that is employed or unemployed. In 2003, the national participation rate was 66.3 percent and Wisconsin's was 72.9 percent. In Portage County, the participation rate of 73 percent indicates that 27 percent of the population 16 years or older did not participate in the labor force by working or seeking

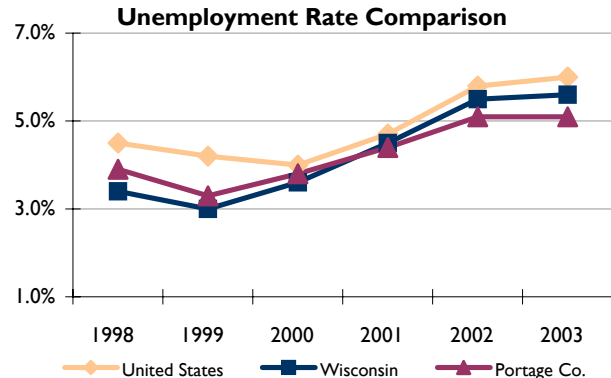
The unemployment rate graph below shows that Wisconsin's rates climbed a bit faster and higher than Portage County's. The county saw more encouraging rates in the second half of 2003 than it had seen in the first half of 2003 and 2004 has been uneven.

Labor force participation in Portage County



Source: DWD, Office of Economic Advisors, July 2004

work. The non-participating group usually includes retirees, students and at-home parents. In Portage County, students and retirees are probably the most prominent segment of this group and analysis on pages 1-2 suggests that retirees will become more a prominent cohort in years to come.



Portage County Civilian Labor Force Data

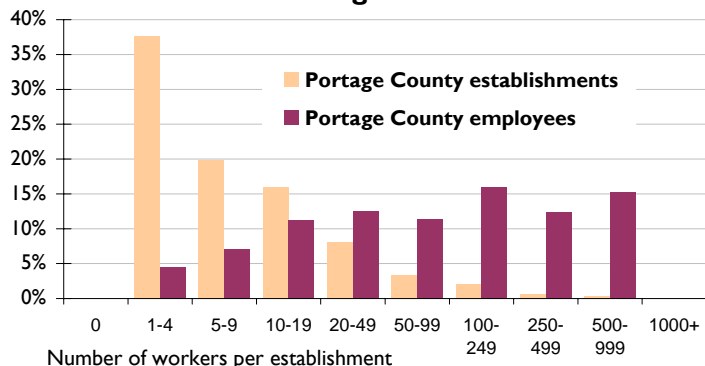
	1998	1999	2000	2001	2002	2003
Labor Force	37,478	36,231	37,333	37,986	38,444	39,455
Employed	36,003	35,044	35,916	36,320	36,475	37,446
Unemployed	1,475	1,187	1,417	1,666	1,969	2,009
Unemployment Rate	3.9%	3.3%	3.8%	4.4%	5.1%	5.1%

Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Establishments by Size

Roughly 1,687 establishments reported operations in Portage County and 1,241 of them reported 19 or fewer employees. The lighter set of bars in the graph to the right shows that the size classes of 1-4 employees, 5-9 employees and 10-19 employees together account for nearly 74 percent of the reporting establishments. Meanwhile, less than 15 percent of establishments belong in the five size classes between 20 employees and 999 employees. This contrasts sharply with the darker set of bars, which shows that less than 23 percent of the jobs were attributable to establishments with fewer than 20 employees and nearly 68 percent of jobs were attributable to establishments with 20 to 999 employees.

Share of establishments & employers in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industries & employers by size

Listed in the top table, the ten largest industry groups in Portage County provided roughly half the county's total jobs. Food services and drinking places, food manufacturing, ambulatory health care services and paper manufacturing reported fewer employees in March 2004 than they had in March 2003, food services & drinking places was the only one of the three to see

employment rise from March 1999 to March 2004. In the middle of the page, the top 10 employer list is based on how many employees each establishment reported in December of 2003. As the county's retirement-age population grows faster than the school-age population or working-age population, establishments relying on public funding (including Medicare) may see less growth.

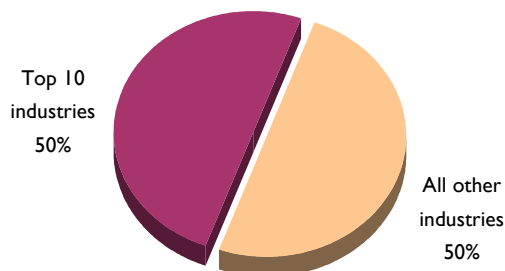
Top 10 Industries in Portage County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Insurance carriers & related activities	41	3,128	27	not avail.
Educational services	14	2,805	-60	-69
Food services & drinking places	129	2,258	-148	150
Food manufacturing	12	1,622	-118	-33
Executive, legislative, & gen government	24	1,213	-15	50
Ambulatory health care services	62	1,120	-76	173
Nonstore retailers	18	1,093	95	698
General merchandise stores	12	927	-7	103
Paper manufacturing	3	919	-122	not avail.
Truck transportation	55	916	49	-135

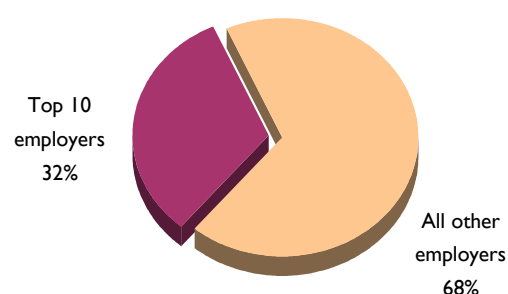
Top 10 Employers in Portage County

Establishment	Product or Service	Size (Dec. 2003)
Sentry Insurance A Mutual Co.	Direct property and casualty insurers	Over 999 employees
Stevens Point Public School	Elementary and secondary schools	Over 999 employees
Univ. of Wisc.- Stevens Point	Colleges and universities	Over 999 employees
The Copps Corp.	Supermarkets and other grocery stores	Over 999 employees
St. Michael's Hosp. of Stevens Point	General medical and surgical hospitals	500-999 employees
County of Portage	Executive and legislative offices, combined	500-999 employees
Figi's Mail Order Gifts Inc.	Mail-order houses	500-999 employees
Stora Enso North America Corp.	Paper, except newsprint, mills	500-999 employees
McCain Foods USA Inc.	Frozen specialty food manufacturing	500-999 employees
Lands' End Inc.	Mail-order houses	500-999 employees

Share of jobs in top 10 industries in Portage County



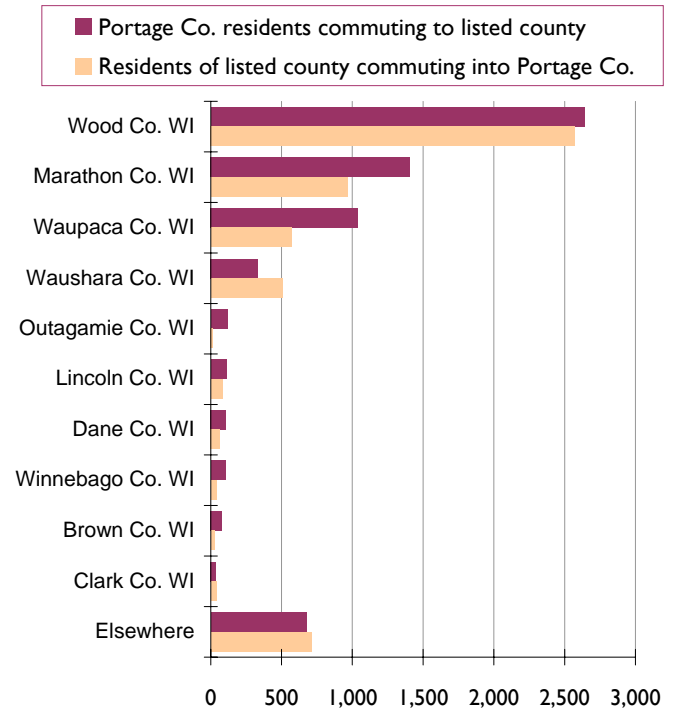
Share of Portage County jobs with top 10 employers



Source: DWD, Bureau of Workforce Information, Quarterly Census of Employment and Wages

Commuting

The 2000 Census reported approximately 6,657 Portage County residents worked outside the county (about 19 percent of working residents). At the same time, roughly 2,494 workers from other counties commuted in (filling about 16 percent of jobs located in the county). Crossing a county line does not necessarily mean a longer commute than finding a job in the county. Roughly 68 percent of Portage County workers traveled less than 20 minutes for work. The graph shows that Portage sends more workers to and welcomes more workers from Wood than any other county. Most of Portage County's net loss of workers is attributable to Waupaca and Marathon counties luring away more commuters from Portage than they send in return, both with manufacturing jobs and Marathon with a higher population concentration in Wausau. Just as inbound workers congregate around Stevens Point and Plover, outbound commuters congregate around Wisconsin Rapids, Wausau and Mosinee. The financial services sector, particularly insurance, draws a significant proportion of workers commuting into Portage.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The table to the right lists some of the occupations with the greatest estimated employment in the Portage County area. The range bracketed by the 25th percentile wage and the 75th percentile wage might be called a typical wage range because a quarter of the occupation's workers earn less, a quarter earn more and about half earn a wage somewhere in the range.

Those occupations requiring less training and education tend to see lower wages and narrower wage ranges (e.g. cashiers and waiters/waitresses). These factors contribute to turnover. Many of the well-paid technical and professional positions tend to congregate around metropolitan areas and strong economic hubs such as insurance headquarters or college towns, so the mix in Stevens Point may be somewhat different than elsewhere in the area.

Occupation title	Hourly Wages			
	Mean	Percentile 25 th	Percentile 50 th	Percentile 75 th
Nursing aides, orderlies, & attendants	\$9.95	\$8.60	\$9.60	\$11.35
Retail salespersons	\$9.99	\$6.75	\$8.04	\$10.42
Cashiers	\$7.37	\$6.19	\$6.96	\$8.24
Laborers & freight, stock, & material movers, hand	\$10.52	\$7.91	\$9.73	\$12.25
Registered nurses	\$25.12	\$20.16	\$23.48	\$27.92
Comb. food prep. & serving workers (fast food)	\$7.18	\$6.05	\$6.97	\$8.20
Customer service representatives	\$12.01	\$9.21	\$11.46	\$14.03
Waiters & waitresses	\$6.08	\$5.71	\$6.13	\$6.55
Bookkeeping, accounting, & auditing clerks	\$11.64	\$9.59	\$11.06	\$13.52
Janitors & cleaners, except maids & hskpg. cleaners	\$9.76	\$7.50	\$8.84	\$11.69
Maintenance & repair workers, general	\$15.57	\$11.89	\$15.68	\$19.15
Licensed practical & licensed voc. nurses	\$15.07	\$13.35	\$14.94	\$16.82
Stock clerks & order fillers	\$9.08	\$7.05	\$8.54	\$10.63
Secretaries, except legal, medical, & executive	\$10.94	\$8.65	\$11.06	\$12.95
Elem. school teachers, except special ed.	-	-	-	-
Office clerks, general	\$10.24	\$7.84	\$9.94	\$12.50
Teacher assistants	-	-	-	-
General & operations managers	\$34.23	\$18.60	\$27.89	\$42.90
Order clerks	\$9.46	\$7.21	\$9.40	\$10.95
Carpenters	\$14.94	\$12.88	\$14.57	\$16.38

Portage County is part of an area which includes Marinette, Portage and Wood counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

Employment and Wages

Overall, Portage County employers reported paying nearly 89 percent of Wisconsin's all-industries average wage. The table to the right shows that the financial activities sector's average annual wage is higher than any other sector's. The table and graph below show that financial activities accounted for nearly 13 percent of the jobs in Portage County and nearly 18 percent of the total payroll. Non-metropolitan areas seldom have such vibrant financial activities sectors. The trade, transportation and utilities sector had more jobs (7,680) than any other and its total payroll (\$191 million) was second only to the education and health sector. The sector's average annual wage (\$24,906) masks differences in individual segments' wages, such as utilities (\$73,419), transportation and warehousing (\$34,723), wholesale trade (\$33,935) and retail trade (\$17,187). Similarly, in the education and health sector, the overall average wage (\$36,653) conceals the differences between average wages in the edu-

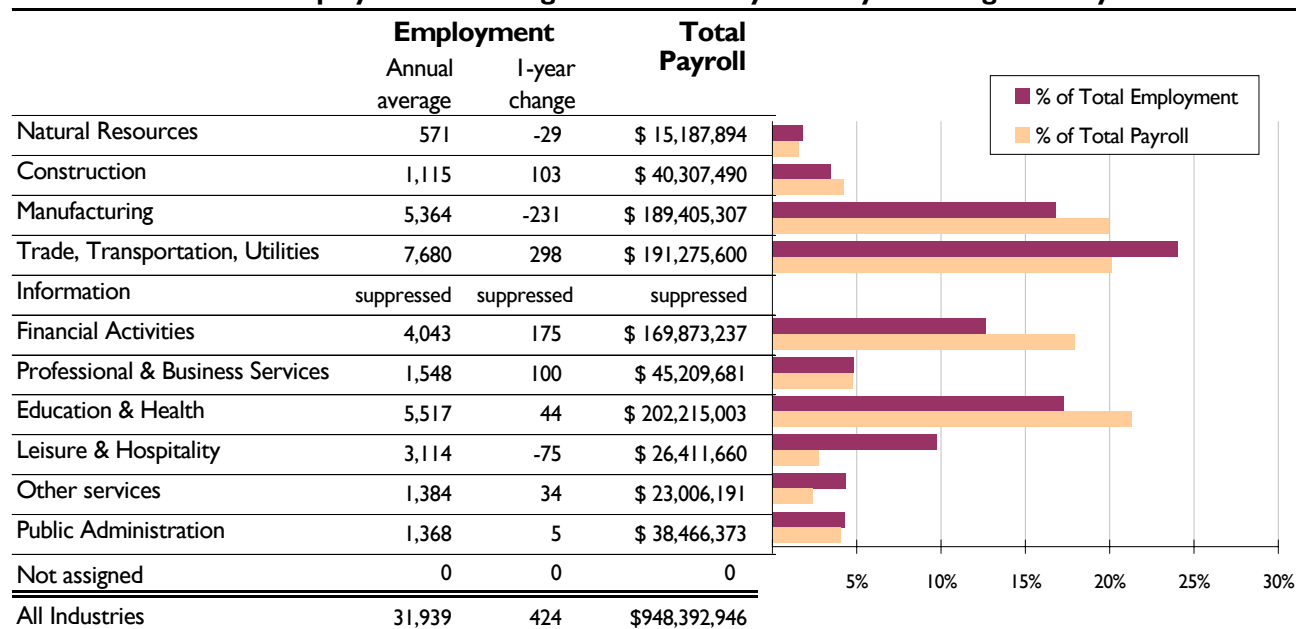
Average Annual Wage by Industry Division in 2003

	Average Annual Wage Wisconsin	Portage County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 29,694	88.8%	3.9%
Natural resources	\$ 25,723	\$ 26,599	103.4%	-4.4%
Construction	\$ 40,228	\$ 36,150	89.9%	13.4%
Manufacturing	\$ 42,013	\$ 35,310	84.0%	1.8%
Trade, Transportation, Utilities	\$ 28,896	\$ 24,906	86.2%	4.6%
Information	\$ 39,175	suppressed	Not avail	Not avail.
Financial activities	\$ 42,946	\$ 42,017	97.8%	6.2%
Professional & Business Services	\$ 38,076	\$ 29,205	76.7%	2.5%
Education & Health	\$ 35,045	\$ 36,653	104.6%	3.1%
Leisure & Hospitality	\$ 12,002	\$ 8,482	70.7%	4.0%
Other services	\$ 19,710	\$ 16,623	84.3%	-1.6%
Public Administration	\$ 35,689	\$ 28,119	78.8%	3.5%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

cational services segment (\$38,492) and the health care and social assistance segment (\$34,903). Although the two segments employ relatively equal numbers of people now, demographic analysis on pages 1-2 suggests that the demand for health care and social assistance segment may grow faster in the near to medium term than demand for educational services. Manufacturing remains prominent, but saw a larger employment decline than any other sector from 2002 to 2003.

2003 Employment and Wage Distribution by Industry in Portage County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income

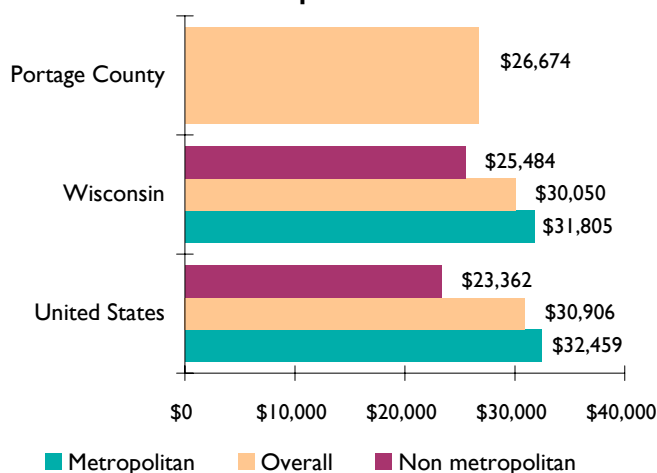
In 2002, Portage County's per capita personal income (\$26,674) remained above non-metropolitan Wisconsin's PCPI (\$25,484) and the national non-metropolitan PCPI (\$23,362). Between 1997 and 2002, Portage County's PCPI growth (24.6%) exceeded Wisconsin's (22.6%) and the nation's (22.0%). Portage County's PCPI was farther above non-metropolitan Wisconsin's than it had been for much of the last 20 years. In 2001, Wisconsin's PCPI growth fell behind inflation, as did the nation's PCPI growth.

Growth in PCPI relates to demographic shifts discussed on pages 1-2. As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments are not likely to grow as fast as net earnings. Households with substantial investment income (dividends, interest or rent, including retirement or pension plans) are more likely to consider warmer climates for retirement, so PCPI growth may slow.

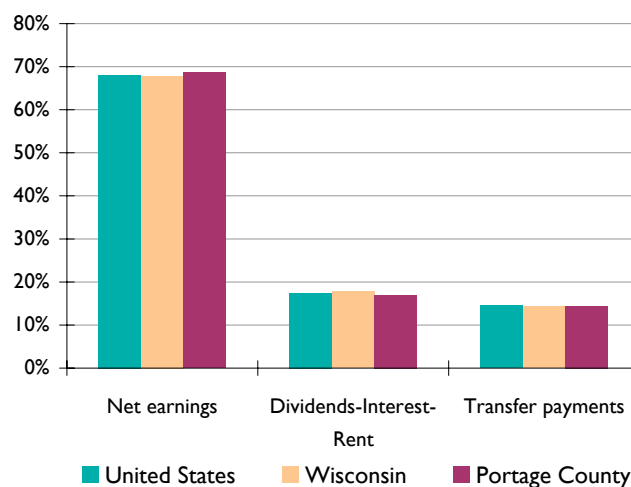
	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Portage County	\$21,415	\$22,680	\$23,408	\$24,840	\$26,203	\$26,674	1.8%	24.6%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Portage County	\$24,004	\$25,032	\$25,277	\$25,950	\$26,617	\$26,674	0.2%	11.1%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004

2002 Per Capita Personal Income



Components of Total Personal Income: 2002



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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Madison, WI 53704
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email: Dan.Barroilhet@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.